



Take a Closer Look at Montana's Tourism Future

Attend the 2002 Governor's Conference on Tourism & Recreation April 18 & 19

The Travel Montana staff is putting the final touches on the agenda for the 28th annual Governor's Conference on Tourism and Recreation. The two-day educational and networking event will take place at the West Yellowstone Conference Hotel April 18-19. About 400 people involved or interested in Montana's tourism and recreation industry are expected to attend.

Conference registration is \$120 prior to April 1, \$140 through April 12 and \$160 after that. To register, contact RMS Management Services of Helena, 406-443-1160, fax 406-443-4614, e-mail: skopec@rmsmanagement.com or log onto Travel Montana's Intranet site <http://travelmontana.state.mt.us/conference> for registration forms, agenda, sponsor and exhibitor information, lodging options and other useful information.

Peter Yesawich, president and CEO of Yesawich, Pepperdine & Brown (YP&B) will open the event on Thursday, April 18,

with his presentation "America in Transition: A Preview of Emerging Lifestyles and Travel Trends."

Thursday highlights include:

Bruce Beckham, a national expert in group travel and international markets, will share information about how Montana can capitalize on group travel trends.

The Hingston Roach Group will conduct a number of public input sessions for the 2003-2007 Strategic Plan for Montana Tourism & Recreation and provide an update on the plan's development.

Other Thursday sessions will focus on how to create promotional CD ROMs, group travel, low cost and no cost marketing opportunities, the international tourism market, Montana's newest national monuments and cultural tourism issues.

On Thursday evening our West Yellowstone hosts have planned a Taste & Tales of West event that involves food, a treasure hunt, trivia contest and prizes. West's Grizzly Discovery Center is offering free admission to conference attendees.

Friday morning, April 19, opens with a panel presentation called "Tourism through the Eyes of Montanans." The panelists will present the view of tourism from

the state's arts, environmental and American Indian communities. Panelists include Arlynn Fishbaugh, Montana Arts Council; Darrell Martin, Fort Belknap Indian Community Tribal Business Council vice president; R.J. Young, Montana Tribal Tourism Alliance chair and Fort Peck Tribes tourism director; and Julia Page, Yellowstone Raft Company owner, Gardiner, Montana.

David Gibson, the chief executive of Montana's Governor's Office of Economic Development will be the luncheon speaker.

Other Friday highlights include:

The national Lewis & Clark Bicentennial Commemoration kicks off in 2003. In this session you'll hear about Montana's two national signature events set for 2005 and 2006.

Discussions of the issues that surround gateway communities and public land management agencies will be presented by Yellowstone National Park officials and Aubrey King, executive director of the National Alliance of Gateway Communities in Washington, D.C.

Additional Friday sessions will cover ways to improve your website, marketing successes and challenges of Montana's six tourism regions, how to keep good employees, updates on our state parks and Native American tourism, along with a photographic journey along the Lewis and Clark Trail.

The Tourism Person and the Tourism Community of the Year awards will be presented at the Friday night banquet. Following the banquet, the Gallatin Gateway-based band Montana Rose will be playing for your dancing and listening enjoyment. Finally, Yellowstone Park officially opens for the warm season Saturday, April 20, so you can follow up the conference with a national park adventure!

Did You Know?

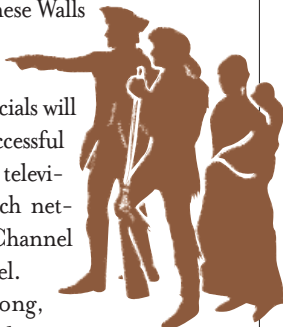
- The Montana Tourism Coalition will hold its annual auction on Wednesday, April 17, at the West Yellowstone Conference Hotel.
- The draft vision statement and goals for the Montana Tourism & Recreation Strategic Plan are posted on Travel Montana's Intranet site: travelmontana.state.mt.us
- Whitefish, Montana will host the Rocky Mountain International (RMI) Round Up, April 25-27, 2002. Space is limited. Contact Overseas Marketing Manager Pam Gosink at 406-444-2654 or pam@visitmt.com.
- Travel Montana's websites hosted 2.7 million visitors in 2001. This is a 12% increase from 2000.
- An article highlighting Charlie Russell and Russell Country was featured in *Metropolist*, the Independent London Air Traveler magazine.
- Glacier National Park was designated as one of the hottest vacation destinations for 2002 in a recent Knight Ridder News Service article.
- *Nez Percé Summer, 1877*, written by Jerome A. Greene and published by the Montana Historical Society Press, recently won the Eastern National Authors Award.

Getting In Step with Lewis and Clark

In anticipation of the upcoming Lewis & Clark Bicentennial, Travel Montana is stepping up its Lewis and Clark campaigns. A 30-second and 60-second "If These Walls Could Talk" television spot has been created. The commercials will air as part of our successful pay-per-inquiry cable television campaign on such networks as the History Channel and Discovery Channel.

"Before Armstrong, Aldrin and Collins, there were two guys named Lewis & Clark," is the new creative for this year's full-page four-color print ad. This creative plus Lewis and Clark editorial, will appear in *National Geographic Traveler*, *American Heritage*, *Preservation* and *Sierra* magazines. Last year's half-page Lewis and Clark spread will be placed in *Northwest Travel*, *My Generation* and *Trailer Life* magazines.

Travel Montana has also entered into a four-state cooperative with Idaho, Oregon and Washington highlighting Lewis and Clark's "Northwest Journey." Three separate full-page four-color ads have been created. These ads, highlighting different sections of the trail from Montana to the Pacific Coast, will direct visitors to the four-state portal website nwlewisclark.com. This site acts as a gateway to each of the states' individual Lewis and Clark sites. The creative will be staggered throughout four publications including *Smithsonian* and *Sunset* magazines.



Special Events Grant Program

The Montana Department of Commerce Travel Promotion Division's Special Events Grant Program (SEGP) received 35 applications totaling \$511,000 in funding requests. The deadline for the first round of grant applications was January 31, 2002. The deadline for the second round of grant applications is May 1, 2002. The goal of the SEGP is to help level the playing field of economic opportunity by giving smaller Montana communities access to needed funds to successfully plan and carry out an event or festival. Application information and guidelines will be available March 1, 2002 for the May 1, 2002 deadline. For information, call 406-444-2654 or visit <http://www.travelmontana.state.mt.us>

What's the Plan?

The 2002 Report on the Montana Tourism Industry is now available. The 16-page marketing plan is filled with information about bed tax collections and funding, Travel Montana's budget, state tourism research statistics and a summary of each of the department's accomplishments and goals. The report is an excellent tool to use to educate yourself or others about Montana's tourism industry. For copies contact Travel Montana at 406-444-2654. The full document is also available for downloading on our Intranet site: travelmontana.state.mt.us. Click on Marketing Plan.

Your Advice and Input Is Being Sought

Governor Judy Martz has released a draft proposal called "Framework for Economic Development." Through a series of statewide listening sessions, the Governor's Office of Economic Opportunity is gathering advice and input from citizens, Montana businesses, public entities and legislators to assist in developing a final strategic plan for economic development. The proposal contains five guiding principles.

Specific goals and strategies for tourism are presented under Principle 4: Strengthening Traditional Businesses. The document is available for review at <http://discoveringmontana.com>. If you have comments on the tourism portion or on the proposal itself, please send your ideas to Governor Judy Martz, State Capitol, P.O. Box 200801, Helena, Montana 59620-0801.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

March

- 10-21 Sales training in Manchester, UK and ITB trade show in Berlin
- 15 Deadline for Tourism Awards
- 15 Deadline for Winter Round Up

April

- 18-19 Governor's Conference on Tourism & Recreation, West Yellowstone

For all of the latest Montana tourism industry information log on to Travel Montana's Intranet site:
travelmontana.state.mt.us



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